

## **Market Demand (Tourist) Inventory**

### *Demographic Profiles:*

What is the age range, gender, education level, country of origin, and nationality of the visitors?

Who is already traveling to the destination?

How many are visiting foreign residents and how many are tourists?

### *Purpose of Trips:*

Have the visitors come for business or leisure?

Are they visiting friends and family?

Have they come for educational or volunteer purposes?

Why are they traveling to the focus area?

### *Travel Motivations:*

What psychological, physical, emotional, and professional needs are visitors seeking to fulfill while on their vacation?

What sites are they visiting during their stay?

### *Experiences and Knowledge Being Sought:*

Are they interested in gaining a deeper understanding of the wildlife, the local culture, or local history?

What attractions are they coming to experience?

What are they planning to do during their visit?

### *Services Purchased:*

What kind of tours and packages are they buying and from whom?

Do they purchase their tickets internationally or locally?

What other services are they using? Are they satisfied with the services they are purchasing?

Who is benefiting most from the revenue of these purchases?

How much do they generally spend?

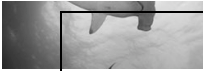
How many tourists are staying in the focus area as opposed to those just stopping by?

### *Travel Behavior:*

What are the travel party sizes?

Have the visitors been to the destination before?

How much money have they spent at the destination?



What information/reservation method did they use?

What types of transportation did they use to get to the destination and once at the destination?

How many are “touring” and how many are just going to the destination?

*Overall Satisfaction:*

Is the destination meeting visitor needs?

Are they gaining the experiences and knowledge they seek?

Are these being delivered in the way they want?

Are services meeting their needs and expectations?

What are the potential gaps and opportunities for meeting visitor needs and wants?

By answering the questions outlined above, the team should have an adequate idea about the tourists traveling to the destination. Gaining an in-depth understanding of who is visiting will give the team an idea about which tourist market(s) would typically like to visit the area, which areas/countries they originate from, and most importantly, what additional services and activities that the destination could provide.

Keep in mind the size of the potential tourism markets will influence the number of attractions, facilities and services that can be developed in a destination. The size of the market often depends on the flow of tourists in or near the destination. If the destination is near a major attraction, such as a national park or an established tourism destination, the potential size of the market is likely to be larger. Or, if it is near a large urban area or the interstate highway system, the potential market also will be greater. Sometimes festivals or other attractions can serve as a magnet for tourism development, even when there is not a natural tourism flow near the community.